

ORDER

Wichita KS KSNW

Orders
Order / Rev: A2729443
Alt Order #: 27145717
Product Desc: Candidate
Estimate: 1376
Flight Dates: 10/21/20 - 11/03/20
Original Date / Rev: 10/13/20 / 10/13/20
Order Type: REG

Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency
Name: Pinpoint Media - Alexandria
Buying Contact:
Billing Contact:
 4501 Ford Avenue
 Alexandria, VA 22302

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 15%

Advertiser
Name: POL/Mike Petersen/State Senate/KS/R
Demographic: A35+
Product Codes: PL15
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	4	\$940.00	\$799.00
10/26/20	11/29/20	14	\$6,090.00	\$5,176.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	4	\$940.00	\$799.00	0.00
November 2020	14	\$6,090.00	\$5,176.50	0.00
Totals	18	\$7,030.00	\$5,975.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	10/21/20	11/03/20	Today Show 7-8am	CM	7-8am	MTWTF--	:30	2	\$350.00	P4	0.00	NM	4	\$1,400.00
Channels : KSNC,KSNG,KSNN,KSNNW															
Today Show 7-8am															
Today Show (7-8am)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/20	10/27/20	MTWTF--					2	\$350.00		0.00			
Week:		10/28/20	11/03/20	MTWTF--					2	\$350.00		0.00			
N 2	Multi	10/21/20	11/03/20	Today Show 8-9am	CM	8-9am	MTWTF--	:30	2	\$270.00	P4	0.00	NM	4	\$1,080.00
Channels : KSNC,KSNG,KSNN,KSNNW															
Today Show 8-9am															
Today Show (8-9am)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/20	10/27/20	MTWTF--					2	\$270.00		0.00			
Week:		10/28/20	11/03/20	MTWTF--					2	\$270.00		0.00			
N 3	Multi	10/21/20	11/03/20	KSN News at Five	CM	5-530pm	MTWTF--	:30	2	\$500.00	P4	0.00	NM	3	\$1,500.00
Channels : KSNC,KSNG,KSNN,KSNNW															
KSN News at Five															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/20	10/27/20	MTWTF--					1	\$500.00		0.00			
Week:		10/28/20	11/03/20	MTWTF--					2	\$500.00		0.00			
N 4	Multi	10/21/20	11/03/20		CM	6-630p	MTWTF--	:30	2	\$750.00	P4	0.00	NM	3	\$2,250.00

Order / Rev: A2729443
Alt Order #: 27145717
Flight Dates: 10/21/20 - 11/03/20

Advertiser: POL/Mike Petersen/State Senate/KS/Rej
Product Desc: Candidate
Estimate: 1376

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
KSN News at Six															
Channels : KSNC,KSNG,KSNL,KSNNW															
KSN News at Six															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/21/20	10/27/20	MTWTF--					1	\$750.00		0.00			
Week:		10/28/20	11/03/20	MTWTF--					2	\$750.00		0.00			
N 5	Multi	10/25/20	11/01/20	Today Show Su	CM	Today Show Su	-----S	:30	1	\$150.00	P4	0.00	NM	2	\$300.00
Channels : KSNC,KSNG,KSNL,KSNNW															
Today Show Su															
Sunday Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----S					1	\$150.00		0.00			
Week:		10/26/20	11/01/20	-----S					1	\$150.00		0.00			
N 6	Multi	10/25/20	11/01/20	Sun KSN News at Five	CM	Sun KSN News at	-----S	:30	1	\$250.00	P4	0.00	NM	2	\$500.00
Channels : KSNC,KSNG,KSNL,KSNNW															
Sun KSN News at Five															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/19/20	10/25/20	-----S					1	\$250.00		0.00			
Week:		10/26/20	11/01/20	-----S					1	\$250.00		0.00			
													Totals	18	\$7,030.00



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 27145717	Changes as of: 10/13/2020 at 7:10 AM	Version: Original Order
CPE: 108/133/1376	Flight: 10/21/20 - 11/3/20	Station: KSNW
Agency: PINPOINT MEDIA	Advertiser: Mike Petersen for State Senate	Market: Wichita
4501 Ford Avenue	Product: Candidate	Office: WASHINGTON
Suite 1109	Agency Order #: 10064674	Service: Nielsen
Alexandria, VA 22302	Buyer: Segroves, Danette	Primary Demo:
	Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880
	Separation:	

Comments: No spots after 12pm on 11/3

#	Day/Time	DP	Program	Rate	Len	10/21 - 10/28		Total Spots	Total \$	CPP*	GRP*
						10/21	10/28				
1	W-F,M-Tu 7a-8a		Today Show (7-8am)	\$150.00	30	2	2	4	\$600.00	\$0.00	0.0
2	W-F,M-Tu 8a-9a		Today Show (8-9am)	\$150.00	30	2	2	4	\$600.00	\$0.00	0.0
3	W-F,M-Tu 5p-5:30p		KSN News	\$500.00	30	2	2	4	\$2,000.00	\$0.00	0.0
4	W-F,M-Tu 6p-6:30p		KSN News	\$750.00	30	2	2	4	\$3,000.00	\$0.00	0.0
5	Su 8a-9a		Sunday Today Show	\$150.00	30	1	1	2	\$300.00	\$0.00	0.0
6	Su 5p-5:30p		KSN News	\$250.00	30	1	1	2	\$500.00	\$0.00	0.0
TOTALS:						10	10	20	\$7,000.00	\$0.00	0.0



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GROUP

125 West 55th St
New York, NY 10019

Contract # 27145717	Changes as of: 10/13/2020 at 7:10 AM	Version: Original Order
CPE: 108/133/1376	Flight: 10/21/20 - 11/3/20	Station: KSNW
Agency: PINPOINT MEDIA	Advertiser: Mike Petersen for State Senate	Market: Wichita
4501 Ford Avenue	Product: Candidate	Office: WASHINGTON
Suite 1109	Agency Order #: 10064674	Service: Nielsen
Alexandria, VA 22302	Buyer: Segroves, Danette	Primary Demo: KELLY JOHNS
	Salesperson: KELLY JOHNS	Assistant: KELLY JOHNS
	202-872-5880	202-872-5880
	Separation:	

Special Instructions	12N cutoff on 11/3
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Order Level Comments		
Date/Time	Added by	Comment
10/13/20 7:11 AM	KELLY JOHNS	No spots after 12pm on 11/3

Competitive Information	
Market Budget:	\$1,950
KSNW Share:	100%
Comment:	
Competitive Unknown	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$7,000.00	N/A	0.0
Total	100%	20	\$7,000.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2020-Oct	10	\$3,500.00
2020-Nov	10	\$3,500.00
Total	20	\$7,000.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Queued for Electronic Contracting	10/13/20 9:03 AM					\$0	\$0
New	10/13/20 7:10 AM	KELLY JOHNS	New	20		\$7,000.00	\$7,000.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 27145717	Changes as of: 10/13/2020 at 11:33 AM	Version: Highlighting Revision 1
CPE: 108/133/1376	Flight: 10/21/20 - 11/3/20	Station: KSNW
Agency: PINPOINT MEDIA	Advertiser: Mike Petersen for State Senate	Market: Wichita
4501 Ford Avenue	Product: Candidate	Office: WASHINGTON
Suite 1109	Agency Order #: 10064674	Service: Nielsen
Alexandria, VA 22302	Buyer: Segroves, Danette	Primary Demo: Adults 35+
	Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$7,030.00
		Total Spots: 18
		Total CPP: \$0.00
		Total GRP:
		Traffic #: A2729443

Comments: No spots after 12pm on 11/3

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/21 - 10/28		Total Spots	Total \$	CPP*	GRP*
							10/21	10/28				
REV- 1	W-F,M-Tu 7a-8a		Today Show (7-8am)	\$350.00	0	30	2	2	4	\$1,400.00	\$0.00	0.0
Changes: Rate from 150 to 350												
2	W-F,M-Tu 8a-9a		Today Show (8-9am)	\$270.00	0	30	2	2	4	\$1,080.00	\$0.00	0.0
Changes: Rate from 150 to 270												
REV- 3	W-F,M-Tu 5p-5:30p		KSN News	\$500.00	0	30	2	1	3	\$1,500.00	\$0.00	0.0
REV- 4	W-F,M-Tu 6p-6:30p		KSN News	\$750.00	0	30	2	1	3	\$2,250.00	\$0.00	0.0
5	Su 8a-9a		Sunday Today Show	\$150.00	0	30	1	1	2	\$300.00	\$0.00	0.0
6	Su 5p-5:30p		KSN News	\$250.00	0	30	1	1	2	\$500.00	\$0.00	0.0
TOTALS: 8 10									18	\$7,030.00	\$0.00	0.0



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GROUP

125 West 55th St
New York, NY 10019

Contract # 27145717	Changes as of: 10/13/2020 at 11:33 AM	Version: Highlighting Revision 1
CPE: 108/133/1376	Flight: 10/21/20 - 11/3/20	Station: KSNW
Agency: PINPOINT MEDIA	Advertiser: Mike Petersen for State Senate	Market: Wichita
4501 Ford Avenue Suite 1109 Alexandria, VA 22302	Product: Candidate	Office: WASHINGTON
	Agency Order #: 10064674	Service: Nielsen
	Buyer: Segroves, Danette	Primary Demo: Adults 35+
	Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$7,030.00
		Total Spots: 18
		Total CPP: \$0.00
		Total GRP:
		Traffic #: A2729443

Special Instructions	12N cutoff on 11/3
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Order Level Comments		
Date/Time	Added by	Comment
10/13/20 11:33 AM	KELLY JOHNS	No spots after 12pm on 11/3
10/13/20 9:25 AM	System	Notice Received.
10/13/20 7:11 AM	KELLY JOHNS	No spots after 12pm on 11/3

Competitive Information	
Market Budget:	\$1,950
KSNW Share:	100%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	18	\$7,030.00	N/A	0.0
Total	100%	18	\$7,030.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2020-Oct	8	\$2,890.00
2020-Nov	10	\$4,140.00
Total	18	\$7,030.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Revision	10/13/20 11:33 AM	KELLY JOHNS	Revised		2	\$30.00	\$7,030.00
Queued for Electronic Contracting	10/13/20 9:03 AM					\$0	\$0
New	10/13/20 7:10 AM	KELLY JOHNS	Confirmed	20		\$7,000.00	\$7,000.00

Changes: Total \$ from \$7,000.00 to \$7,030.00, Origuser Entered Dollars to \$7,000.00, User Entered \$ from \$0.00 to \$7,030.00, Demo Meta to [R16], Calculated Dollars from \$7,000.00 to \$7,030.00, Total Spots from 20 to 18. 4 buylines added or modified.

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Pinpoint Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mike Petersen

Authorized committee:

Petersen for State Senate Campaign

Agency requesting time (and contact information):

☐ N/A Pinpoint Media

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Kansas Senate District 28

Date of election:

11.3.20

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

Shelby Petersen

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐

the candidate listed above who is a legally qualified candidate, or

☒

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Signature:

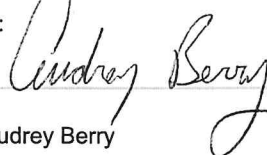


Name: Meredith Morton

Date of Request to Purchase Ad Time: 10.12.20

Station Representative

Signature:



Name: Audrey Berry

Date of Station Agreement to Sell Time: 10/13/20

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:



Name:

Date:

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☐ Yes ☒ No Date ad received: _____**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

☐ Accepted☒ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*☐ Rejected – provide reason: _____

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag): _____

Contract #:
A2729443Station Call Letters:
KSNWDate Received/Requested:
10/13/20Est. #:
1376Station Location:
Wichita, KSRun Start and End Dates:
10/21 - 11/3/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

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